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**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA**

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individually and on behalf of all other similarly
situated,

Plaintiffs,

GOOGLE LLC,
Defendant.

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Case No.: 4:20-cv-03664-YGR-SVK

**PLAINTIFFS' UNOPPOSED MOTION
FOR FINAL APPROVAL OF CLASS
ACTION SETTLEMENT**

Judge: Hon. Yvonne Gonzalez Rogers
Date: July 30, 2024
Time: 2:00 p.m.
Location: Courtroom 1 – 4th Floor

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1 PLEASE TAKE NOTICE that on July 30, 2024, at 2:00 p.m., the undersigned will appear
 2 before the Honorable Yvonne Gonzalez Rogers of the United States District Court for the
 3 Northern District of California to move the Court for an order granting final approval of the
 4 parties' class action settlement (Ex. 1, the "Settlement").¹

5 This Motion is brought under Paragraph 17 of the Court's Standing Order in Civil Cases
 6 and the Northern District of California's Procedural Guidance for Class Action Settlements, and
 7 it is based on this Notice of Motion and Motion, the accompanying Memorandum of Points and
 8 Authorities, the concurrently filed declarations and accompanying exhibits of Mark Mao and
 9 Chris Thompson, the consolidated declaration of David Boies, Bill Carmody, and John
 10 Yanchunis, the declarations on behalf of all of the class representatives, all matters of which the
 11 Court may take judicial notice, other pleadings and papers on file in this action, and other written
 12 or oral argument that Plaintiffs may present to the Court.

13 Google supports final approval of the settlement, but disagrees with the legal and factual
 14 characterizations contained in the Motion.

15 **ISSUE TO BE DECIDED**

16 Whether the Court should grant final approval of the parties' settlement.

17 **RELIEF REQUESTED**

18 Plaintiffs respectfully ask the Court to grant final approval of the parties' settlement.

19 Dated: April 1, 2024

20 By: /s/ Mark C. Mao

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 27 ¹ Unless otherwise noted, exhibit references are to the supporting declaration by Mark C. Mao,
 28 submitted on behalf of the three firms (Boies Schiller Flexner, Susman Godfrey, and Morgan &
 Morgan) who together litigated this action and obtained this settlement.

1 **I. INTRODUCTION**

2 This settlement is an historic step in requiring dominant technology companies to be
 3 honest in their representations to users about how the companies collect and employ user data,
 4 and to delete and remediate data collected. Plaintiffs secured a groundbreaking settlement that
 5 yields substantial benefits for every single class member, including:

6 Changes to Google's disclosures: Google with this Settlement agrees to rewrite its
 7 disclosures to inform users that "Google" collects private browsing data, including by explicitly
 8 disclosing that fact in its Privacy Policy and on the Incognito Splash Screen that automatically
 9 appears at the beginning of every Incognito session. Plaintiffs obtained a Settlement where
 10 Google has already begun implementing these changes, without waiting for final court approval.

11 Deletion and remediation of private browsing data: While disclosure changes ensure
 12 transparency going forward, Plaintiffs also demanded and secured accountability and relief for
 13 Google's past conduct. Upon approval of this Settlement, Google must delete and/or remediate
 14 billions of data records that reflect class members' private browsing activities. This includes data
 15 Google collected during the class period from private browsing sessions.

16 Limits on future data collection: For the next five years, Google must also maintain a
 17 change to Incognito mode that enables Incognito users to block third-party cookies by default.
 18 This change is important given Google has used third-party cookies to track users in Incognito
 19 mode on non-Google websites. This requirement ensures additional privacy for Incognito users
 20 going forward, while limiting the amount of data Google collects from them.

21 Removal of private-browsing detection bits: Google must delete the private browsing
 22 detection bits that Plaintiffs uncovered, which Google was (twice) sanctioned for concealing. As
 23 a result, Google will no longer track people's choice to browse privately.

24 No release of monetary claims: Consistent with the Court's certification order, Plaintiffs
 25 insisted on retaining class members' rights to sue Google individually for damages. That option
 26 is important given the significant statutory damages available under the federal and state wiretap
 27 statutes. These claims remain available for every single class member, and a very large number

1 of class members recently filed and are continuing to file complaints in California state court
 2 individually asserting those damages claims in their individual capacities.

3 Securing this relief through Settlement is especially valuable because Google argued
 4 these changes exceed the Court’s inherent authority to order prescriptive injunctions. This
 5 Settlement also delivers relief to class members far sooner, without the delay and uncertainty
 6 inherent in trial and any appeal. Based on Plaintiffs’ damages expert’s valuation methods, the
 7 value of the relief obtained through this litigation and Settlement is over \$5 billion.

8 This case required years of “herculean” efforts (the word used by Google’s counsel),
 9 including 34 motions to compel, over 5.8 million pages of documents produced by Google, a
 10 year-long technical special master process, two sanctions proceedings with both finding
 11 discovery misconduct by Google, and many months of hard-fought mediation. Plaintiffs engaged
 12 in hard-fought litigation for nearly 4 years, only settling on the eve of trial. This Settlement
 13 ensures real accountability and transparency from the world’s largest data collector and marks
 14 an important step toward improving and upholding our right to privacy on the Internet.²

15 II. BACKGROUND

16 A. Case History

17 ***Pre-filing investigation:*** This case did not copy any government proceeding, nor was it
 18 born through any disclosure by Google. This case exists because Boies Schiller Flexner (“BSF”)
 19 conducted an extensive many-months investigation (with expert assistance) prior to filing and
 20 decided to challenge these Google practices. Declaration of Mark C. Mao (“Mao Decl.”) ¶ 3.
 21 That thorough investigation yielded a 37-page complaint filed in June 2020, with detailed
 22 allegations concerning Google’s collection of private browsing data. Dkt. 1. When the case was
 23 filed, Google told reporters that it “disputes the claims and plans to defend itself vigorously
 24 against them.” Ex. 2.

25 ***Google’s motions to dismiss:*** On August 20, 2020, Google moved to dismiss all claims.
 26 Dkt. 53. On September 21, 2020, after Plaintiffs filed an amended complaint (Dkt. 68), Google

27 28 ² Google supports final approval of the settlement, but disagrees with the legal and factual
 characterizations contained in the Motion.

1 again moved to dismiss all claims (Dkt. 82). Google's filings included 514 pages of briefing and
 2 exhibits. Dkts. 82–84, 92, 93. On February 25, 2021, after Plaintiffs filed their opposition (Dkt.
 3 87) and Google filed its reply (Dkt. 92), the Court heard oral argument. Dkt. 103. On March 12,
 4 2021, the Court denied Google's motion in its entirety. Dkt. 113. On April 14, 2021, Plaintiffs
 5 sought and obtained leave to file a Second Amended Complaint, adding breach of contract and
 6 UCL claims. Dkts. 136, 138. On May 17, 2021, Google filed a second and even more voluminous
 7 motion to dismiss, this time submitting over 1,000 pages of briefing and exhibits. Dkts. 164,
 8 208. On December 22, 2021, after Plaintiffs filed their opposition (Dkt. 192) and on June 29,
 9 2021, Google filed its reply (Dkt. 208), Judge Koh once again denied Google's motion to dismiss
 10 in its entirety. Dkt. 363. Plaintiffs prevailed with respect to all seven claims.

11 ***Fact discovery:*** On September 30, 2020, after Judge Koh denied Google's motion to stay
 12 discovery (Dkt. 60), Plaintiffs served Google with their first set of document requests. Mao Decl.
 13 ¶ 4. During fact discovery from September 2020 through March 2022, Plaintiffs served Google
 14 with 235 document requests, 40 interrogatories, and 75 requests for admission. *Id.* Google
 15 opposed Plaintiffs' efforts to obtain discovery, and Plaintiffs filed ***34 motions to compel.*** *Id.*³ The
 16 parties exchanged more than 150 letters, conducted dozens of meet and confers, and had 16
 17 separate hearings before Judge van Keulen (totaling over 27 hours), where they submitted over
 18 1,000 pages to her to address ***over 40 disputes.*** *Id.*⁴ Those disputes resulted in ***64 orders from***
 19 ***Judge van Keulen.*** *Id.* Obtaining discovery regarding Google's practices involved (in Google's

20 ³ For purposes of this count, each dispute chart that Judge van Keulen ordered the parties to file
 21 counts as just one motion to compel, notwithstanding that these charts each covered multiple
 22 disputes. Each letter-brief filed under Judge van Keulen's default rules also counts as one motion,
 23 even though such briefs sometimes covered more than one dispute. See Dkts. 90, 119, 127, 129,
 140, 155, 177, 199, 202, 218, 230, 258, 281, 296, 355, 357, 383, 390, 399, 411, 424, 485, 456,
 462, 517, 546, 561, 574, 635, 671.

24 ⁴ ***39 disputes*** were raised through the ongoing dispute charts that Judge van Keulen ordered the
 25 parties to submit. See Dkts. 129, 140, 155, 177, 230, 281, 424, 485. In addition to those dispute
 26 charts, but excluding sanctions-related filings, the parties filed ***over 40 additional submissions***
 27 with Judge van Keulen to raise disputes over issues including data productions, custodians,
 28 search terms, privilege, 30(b)(6) depositions topics, apex depositions, and preservation. Dkts. 90,
 119, 127, 199, 202, 204, 212, 218, 231, 258, 296, 311, 312, 314, 355, 357, 383, 390, 399, 411,
 456, 462, 517, 544, 546, 558, 561, 565, 574, 591, 635, 642, 654, 671, 678, 692, 730, 733, 780,
 800, 810, 816, 818.

1 counsel's own words, and continuing with expert discovery) "two and a half years of **scorched-**
 2 **earth** discovery." Ex. 3 (Hearing Tr. at 85:19–20).

3 Plaintiffs compelled Google to produce over 900,000 documents from 43 custodians,
 4 totaling **over 5.8 million pages**. Mao Decl. ¶ 4. This included documents Google initially
 5 included on its privilege logs, which Plaintiffs forced Google to re-review and produce. Dkt. 605.
 6 Google relied on over 300 contract attorneys, with what its counsel described as "herculean"
 7 discovery efforts. *See* Sept. 30, 2021 Hearing Tr. at 51:3-9. Google withheld most of those
 8 documents until October 2021, just three months before the scheduled close of fact discovery.
 9 Mao Decl. ¶ 4. In addition to relying on attorneys at their firms, Plaintiffs hired 11 document
 10 reviewers with engineering backgrounds to work through these technical documents and prepare
 11 for depositions. *Id.* Plaintiffs also retained 23 consulting and testifying experts to assist with fact
 12 discovery and prepare expert reports. *Id.*

13 Google's productions were incomplete, but Plaintiffs' efforts nonetheless yielded key
 14 admissions by Google employees, including documents describing Incognito as "effectively a
 15 lie" (Ex. 4), a "problem of professional ethics and basic honesty" (Ex. 5), and a "confusing mess"
 16 (Ex. 6). Some key admissions came from Google employees that Google initially refused to
 17 include as document custodians. Mao Decl. ¶ 5. These and other admissions were a focus
 18 throughout the litigation, and correcting disclosures that even Google admitted were misleading
 19 became a cornerstone of this Settlement. *Id.*

20 In 2021 and 2022, Plaintiffs obtained more than 117 hours of deposition testimony from
 21 27 current and former Google employees, including 8 individuals designated as 30(b)(6)
 22 deponents. *Id.* ¶ 6. Those depositions included individuals involved with the core Google
 23 products and services at issue, including Chrome, Analytics, and Ads. *Id.* Google sought to
 24 prevent some of these depositions, and insisted that some depositions take place in Europe. *Id.*
 25 When those depositions did take place, the testimony of Google employees was found by Judge
 26 van Keulen to be "misleading." Dkt. 588 ¶ 82.

27 During this time, Plaintiffs also responded to discovery from Google, each responding to
 28 17 interrogatories, 34 requests for production, and 55 requests for admission. Mao Decl. ¶ 4. The

1 class representatives each sat for deposition, with Google spending over 28 hours questioning
 2 them about their personal browsing private activities and other topics. *Id.* ¶ 6.

3 ***Special Master process:*** In July 2021, the parties began a year-long process with
 4 technical Special Master Douglas Brush. Mao Decl. ¶ 7. In April 2021, Judge van Keulen ordered
 5 Google to “produce all of the named Plaintiffs’ data.” Dkt. 147-1. That order was meant to allow
 6 Plaintiffs to “test” Google’s say-so about how it stores the data. Apr. 29, 2021 Hearing Tr. at
 7 20:7–8. On July 12, 2021, Judge van Keulen appointed Special Master Brush to adjudicate
 8 Google’s compliance with the order and other disputes. Dkt. 219. That process lasted a year, and
 9 it involved 21 hearings and conferences with the Special Master, dozens of written submissions
 10 and correspondence, and ongoing coordination among counsel for both sides, Plaintiffs’
 11 consulting experts, and Google engineers. Mao Decl. ¶ 7.

12 Through the Special Master process, Plaintiffs obtained 76GB of data across 13,483 data
 13 files, which Plaintiffs’ technical expert used for his analysis. *Id.* This Court relied on that analysis
 14 in the summary judgment order. Dkt. 969 at 11 (citing technical expert’s analysis and ruling
 15 “plaintiffs set forth evidence that Google does store their data with unique identifiers”). The data
 16 sources uncovered through the process and identified in the Special Master’s preservation order
 17 (Dkts. 524, 587-1) also established the framework for the data deletion and remediation
 18 obligations that Google must now undertake—another cornerstone of this Settlement. *See*
 19 Settlement Ex. B (listing logs); Declaration of Chris Thompson (“Thompson Decl.”) ¶¶ 6–7, 14.

20 ***Sanctions:*** On October 14, 2021, Plaintiffs filed their first of two motions for sanctions
 21 involving Google’s concealment of its private browsing “detection bits,” fields that Google used
 22 within its logs to label browsing data as “Incognito” or “private” data. Dkts. 292, 656. Google
 23 not only resisted disclosure of key evidence but also engaged in discovery misconduct. The
 24 efforts to obtain this evidence and hold Google accountable was a trial unto itself.

25 On April 22, 2022, Judge van Keulen conducted an all-day evidentiary hearing that
 26 involved live testimony from five witnesses. Mao Decl. ¶ 7. In the lead-up to that hearing, the
 27 parties filed over 680 pages with the Court. Dkts. 292, 429, 494, 528, 535. On May 20, 2022,
 28 Judge van Keulen issued her first sanctions order, which included 48 pages of findings of fact

1 and conclusions of law along with a 7-page order, sanctioning Google for concealing three of the
 2 detection bits and their corresponding logs, in violation of “all three” of the court’s April,
 3 September, and November 2021 orders, and other misconduct. Dkt. 588 ¶ 7, p. 35. The Court
 4 sanctioned Google by awarding Plaintiffs nearly \$1 million in fees, precluding Google from
 5 presenting certain arguments and witnesses at trial, and proposing adverse jury instructions. *Id.*
 6 at 6–7.

7 On August 4, 2022, Plaintiffs filed their second motion for sanctions. Dkt. 656. That
 8 request for additional sanctions involved over 640 pages of briefing. Dkts. 655, 696, 708, 735,
 9 798, 834, 858. On March 2, 2023, Judge van Keulen conducted another evidentiary hearing. Dkt.
 10 883. On March 20, 2023, Judge van Keulen again sanctioned Google, finding that “Google’s
 11 untimely disclosure” of certain “new logs shows that the discovery violations addressed in the
 12 May 2022 Sanctions Order were far more extensive and thus more prejudicial, than was then
 13 known.” Dkt. 898 at 9. Judge van Keulen imposed “additional sanctions,” including additional
 14 preclusion orders, a revised recommendation for an adverse-inference jury instruction, and
 15 additional monetary sanctions. *Id.* Importantly, the Settlement negotiated by Plaintiffs requires
 16 Google to delete each of the detection bits uncovered through the sanctions proceedings.

17 **Expert discovery:** On April 15, 2022, Plaintiffs served five opening expert reports
 18 totaling 1,243 pages. Mao Decl. ¶ 8. Expert discovery in the end involved 11 testifying experts
 19 (6 for Plaintiffs and 5 for Google), all of whom provided at least one expert report and sat for
 20 deposition. *Id.* The parties exchanged 18 expert reports, totaling over 3,000 pages (excluding
 21 voluminous spreadsheets of data analysis), with 14 days of expert depositions. *Id.* This expert
 22 work involved analyzing Google’s enormous document and data productions, including with the
 23 assistance of consulting experts. *Id.* Unlike Plaintiffs, Google’s counsel could rely on Google
 24 engineers for assistance. Class Counsel invested significant time and resources into expert
 25 discovery, in total paying close to \$5 million to testifying and consulting experts. *Id.*

26 **Certification:** On June 20, 2022, Plaintiffs filed their motion for class certification. Dkt.
 27 609. On August 5, 2022, Google opposed class certification in its entirety, contending that no
 28 class should be certified to seek any form of relief, and also filed *Daubert* motions. Dkts. 662–

1 68. In total, the parties filed over 4,100 pages in connection with these motions. Dkts. 609, 662–
 2 68, 713. On October 11, 2022, the Court conducted an extensive hearing. Dkt. 772. On December
 3 12, 2022, the Court ordered nationwide Rule 23(b)(2) certification on all seven claims. Dkt.
 4 803. Although no damages class was certified, the Court’s ruling allowed Plaintiffs to seek (and
 5 now secure by Settlement) injunctive relief for the classes.

6 The Court’s order noted that injunctive relief would bring “important changes to reflect
 7 transparency in the system.” Dkt. 803 at 34. That same order denied Google’s *Daubert* motion
 8 regarding Mr. Lasinski, whose report included relevant calculations regarding the number of
 9 class members, the amount of Google’s enrichment from the challenged conduct, and ways in
 10 which actual damages could be calculated based on payments made by Google for user data
 11 (including for the named plaintiffs’ damages). Dkt. 803 at 4–13. Mr. Lasinski’s testimony
 12 supported key elements of Plaintiffs’ claims. Dkt. 1029 at 15 (supporting model for statutory
 13 damages), 17, 61 (supporting actual damages through market analysis), 55 (supporting “damage
 14 or loss” under CDAFA), at 61 (supporting unjust enrichment theory).

15 ***Summary judgment:*** On March 21, 2023, Google moved for summary judgment on all
 16 of Plaintiffs’ claims. Dkt. 908. In total, Google filed over 4,500 pages of briefing and exhibits.
 17 Mao Decl. ¶ 9. On April 12, 2023, Plaintiffs filed their opposition along with a detailed separate
 18 statement of facts and 105 exhibits. Dkts. 923–26. On May 12, 2023, the Court held a lengthy
 19 hearing. Dkt. 955. On August 7, 2023, the Court denied Google’s summary judgment motion in
 20 its entirety. Dkt. 969. In its ruling, this Court expressed concern over Google’s arguments and
 21 conduct, explaining that “the assertion that federal courts are powerless to provide a remedy when
 22 an internet company surreptitiously collects private data is untenable.” *Id.* at 8 (quoting *In re Facebook, Inc. Internet Tracking Litig.*, 956 F.3d 589, 599 (9th Cir. 2020)).

24 ***Mediation:*** In September 2023, shortly after the Court’s summary judgment ruling, the
 25 parties began a mediation process that lasted several months. Mao Decl. ¶ 10. The parties’ prior
 26 discussions resulted in an agreement that any mediation should wait until after summary
 27 judgment. Ex. 1 at 2 (“discussions were premature”). The parties selected retired United States
 28 District Judge Layn R. Phillips as the mediator. Mao Decl. ¶ 10. After extensively briefing their

1 positions, the parties participated in an all-day, in-person mediation in New York on September
 2 29, 2023. *Id.* The parties then continued to mediate for many months under Judge Phillips'
 3 supervision. *Id.*

4 ***Trial preparation:*** In the leadup to the all-day pretrial conference on November 29, 2023,
 5 the parties prepared and filed, among other things, the Pretrial Conference Statement (Dkt. 1029),
 6 briefing on nine motions in limine (Dkts. 1020–25, 1027, 1030–31), a trial witness list (Dkt.
 7 1049), discovery excerpts for trial (Dkt. 1050), a trial exhibit list (Dkt. 1062), and almost 300
 8 pages of disputed jury instructions (Dkt. 1057). The Court then issued several important rulings.
 9 For example, the Court precluded Google from referencing the use of Google services by Class
 10 Counsel (Dkt. 1078 at 3), denied Google's motion to exclude evidence and argument regarding
 11 Google's joining of data (*id.* at 6), "largely denied" Google's motion to exclude evidence and
 12 argument related to classwide damages (Dkt. 1088 at 4), denied Google's motion to exclude over
 13 100 exhibits as purportedly irrelevant (*id.* at 5), and adopted Judge van Keulen's proposed
 14 adverse jury instruction against Google (*id.* at 3). Class Counsel began preparing witness
 15 examination outlines and other necessary trial prep work, and the parties began working with
 16 retired Magistrate Judge Elizabeth Laporte to resolve objections to trial exhibits. Mao Decl. ¶ 11.
 17 This Court also ordered Google to produce documents from the files of former Google employee
 18 Blake Lemoine, noting that he was "a potential whistleblower who . . . in many ways, guts much
 19 of what [Google] say[s] if he's credible." Nov. 29, 2023 Tr. at 83. Mr. Lemoine's deposition took
 20 place on December 21, 2023. Mao Decl. ¶ 11.

21 Ultimately, the Court's rulings and Plaintiffs' efforts to obtain them paved the way for
 22 Google to agree to settlement terms that are both sweeping and unprecedented rather than face
 23 trial.

24 **B. The Settlement**

25 On December 22, 2023, on the eve of trial, Plaintiffs and Google finalized a Term Sheet,
 26 which has now been implemented with the Settlement. Plaintiffs below summarize the key parts
 27 of the Settlement, with estimates for the value of the relief obtained.

28

1 ***Settlement scope:*** The Settlement includes and provides benefits for the same individuals
 2 included within the scope of the Court’s certification order. *See* Dkt. 803 & Ex. 1 § I.2.

3 ***Relief obtained for the benefit of class members:***

4 **(1) Changes to Google’s disclosures:** Google must rewrite its disclosures to tell users
 5 that it collects private browsing data. Google has agreed to begin making these changes
 6 immediately and complete them by March 31, 2024. Ex. 1 § III.1. Trial would have delayed these
 7 changes, and an appeal could have caused further delay. Now, class members benefit right away.

8 Securing disclosure changes by Google is no easy feat. Google employees for years
 9 wanted to fix these disclosures, but they were repeatedly shut down by Google management. In
 10 2013, employees stressed the need to “simplify” the Incognito Splash Screen, lamenting the
 11 “incorrect conclusions” that users drew from it. Ex. 7. In 2019, Employees also proposed to
 12 redesign the Splash Screen to clarify that Incognito does not provide privacy from “Google.” Ex.
 13 8. Google’s executives at the highest levels were aware of these concerns, but nothing changed.
 14 Rather than expressly disclose Incognito’s limitations, Google continued using “really fuzzy,
 15 hedging language that is almost more damaging.” Ex. 9 at -67 (email from CMO Lorraine
 16 Twohill to CEO Sundar Pichai).

17 Plaintiffs insisted that Google expressly disclose its collection of private browsing data,
 18 including on the Incognito Splash Screen and in its Privacy Policy. At summary judgment, this
 19 Court acknowledged Google’s “failure to explicitly notify users it would be among the third
 20 parties recording their communications with other websites.” Dkt. 969 at 31. This Settlement
 21 squarely addresses that failure. On the Incognito Splash Screen, Google now prominently
 22 discloses that Incognito Mode “won’t change how data is collected by websites you visit and the
 23 services they use, *including Google.*” Ex. 1 at 7 (emphasis added). Users receive this disclosure
 24 every time they launch Incognito Mode. In addition, the Google Privacy Policy must disclose
 25 that “activity on third-party sites and apps that use our [Google] services” “*is collected regardless*
 26 *of which browsing or browser mode you use,*” and that when you use “Incognito,” “third party
 27 sites and apps that integrate our services may *still share information with Google.*” *Id.* (Exhibit
 28 A) at 20 (emphasis added). Google must also delete the Chrome Privacy Notice and Chrome

1 White Paper (Ex. 1 § III.1.d–e), two other misleading Google documents at issue in this lawsuit.

2 The Settlement also ensures that Google cannot roll back any of these important changes.

3 **(2) Google data deletion and remediation:** The Settlement also provides relief for
 4 Google’s *past* collection of private browsing data through data deletion and remediation. This
 5 portion of the Settlement relies on the framework developed by Special Master Douglas
 6 Brush. Thompson Decl. ¶¶ 6–7. For every data source identified in the Special Master’s
 7 preservation order (Dkts. 524, 587-1) that could include private browsing data pre-dating the
 8 disclosure changes, Google must delete or remediate *all* entries that might contain users’ at-issue
 9 private browsing data. *See* Settlement Ex. B (listing logs); Thompson Decl. ¶¶ 7–13.

10 The timing for this data deletion and remediation process dovetails with the disclosure
 11 changes. The data deletion and remediation obligations apply to “data older than nine months,”
 12 and these obligations take effect upon approval of the settlement or within 275 days of Google
 13 making the required disclosure changes, whichever is later. Ex. 1 § III.2.a. Google will be
 14 required to remediate and delete data collected in December 2023 and earlier (prior to when the
 15 parties signed the Term Sheet). Any post-December data is subject to the new and revised
 16 disclosures, which Google began rolling out immediately after the Term Sheet was signed. The
 17 Settlement therefore appropriately accounts for both past and future data collection.

18 The deletion and remediation obligations apply not just to data tagged as “private”
 19 browsing using the Google detection bits but more broadly for all users (including all class
 20 members) across several databases, securing comprehensive relief.⁵ The Settlement provides
 21 broad relief regardless of any challenges presented by Google’s limited record keeping. Much of
 22 the private browsing data in these logs will be deleted in their entirety, including billions of event-
 23 level data records that reflect class members’ private browsing activities. Ex. 1 § III.2.a–b.

24

25

26 ⁵ Google claimed in the litigation that it was impossible to identify (and therefore delete) private
 27 browsing data because of how it stored data, and emphasized how Incognito browsing traffic
 28 fluctuated around just three percent of the data collected and stored by Google. With this
 Settlement, Plaintiffs successfully obtained Google’s agreement to remediate 100% of the data
 set at issue. Mao Decl. ¶ 12; Thompson Decl. ¶¶ 7–15.

1 For the data-remediation process, Google must delete information that makes private
 2 browsing data identifying. Google will mitigate this data by partially redacting IP addresses and
 3 generalizing user agent strings, which addresses one of Plaintiffs' re-identification theories
 4 supported by their technical expert. Ex. 1 § III.2.a. This change addresses Plaintiffs' allegations
 5 (and Google engineers' acknowledgement) that private browsing data is identifying due to the
 6 combination of IP address and user agent information. *E.g.*, Ex. 10 at -85 ("IP address + UA (user
 7 agent) can reveal individual user with high probability"). Google will also be required to delete
 8 the detailed URLs, which will prevent Google from knowing the specific pages on a website a
 9 user visited when in private browsing mode. Mao Decl. ¶ 12. This Court relied on these detailed
 10 URLs in rejecting Google's summary judgment argument on "contents." *See* Dkt. 969 at 26
 11 ("The URLs, by virtue of including the particular document within a website that a person views,
 12 reveal much more information . . . divulg[ing] a user's personal interests, queries, and habits.' So
 13 too here." (quoting *In re Facebook, Inc. Internet Tracking Litig.*, 956 F.3d at 605)). Google's
 14 agreement to remove detailed URLs from the at-issue logs and keep only the domain-level
 15 portion of the URL (i.e., only the name of the website) will vastly improve user privacy by
 16 preventing Google (or anyone who gets their hands on the data) from knowing precisely what
 17 users were browsing.

18 Google must also delete the X-Client Data Header field from these logs (Ex. 1 § III.2.a),
 19 which is the field Google used to build its Incognito detection bits. This deletion prevents Google
 20 from creating similar bits in the future to detect Incognito traffic. *See* Dkt. 588 (May 2022
 21 sanctions order) p. 4 ¶¶ 17–19 ("Google created these [] Incognito-detection bits to look
 22 specifically at whether there is an X-Client Data header in the request").

23 Mr. Lasinski's expert report provides a useful reference point for the enormity of the
 24 private browsing records that Google had been storing, and which will now be subject to deletion
 25 and remediation. *See* Dkt. 608-9 ¶¶ 188–90. These hundreds of billions of private browsing data
 26 records and more are subject to the broad deletion and remediation secured through the
 27 Settlement.

28

1 **(3) Limits on Google's collection going forward:** Even though the Settlement already
 2 accounts for future data collection through disclosure changes, the Settlement also places further
 3 limits on Google's ability to collect data in the future. It does so by leveraging a change that
 4 Google rolled out in response to this lawsuit related to its use of third-party cookies. Google
 5 historically collected third-party cookies (i.e., Google's own "third-party" cookies deposited on
 6 users' browsers when they visited a non-Google websites) along with other private browsing
 7 data. Before this lawsuit, Google evaluated a potential change to Chrome Incognito mode that
 8 would block third-party cookies by default. Just after Plaintiffs filed this lawsuit, Google
 9 implemented this change for all Incognito users. As reflected in the Settlement, Google admits
 10 this lawsuit was the "substantial catalyst" for Google rolling this change out to all Incognito
 11 users. Ex. 1 § III.4.

12 Under the Settlement, Google must maintain this new default of blocking third-party
 13 cookies within Incognito mode for five years. Ex. 1 § III.5. This gives class members an option,
 14 presented on the Splash Screen, to block third-party cookies when using Incognito. The result is
 15 that Google will collect less data from users' private browsing sessions, and that Google will
 16 make less money from the data. The value of user data that will be protected is illustrated by the
 17 fact that blocking data tagged with Google's own "third-party cookies" in Incognito already
 18 results in Google losing nearly [REDACTED] a year in global annual revenue. Dkt. 608-9 ¶ 35.

19 **(4) Removal of private browsing detection bits:** Google must delete all four of the
 20 identified private browsing detection bits (listed in Exhibit D to the Settlement). Ex. 1 § III.2.e.
 21 These were the detection bits that Google was sanctioned for concealing during discovery
 22 (twice). Unbeknownst to users, and without disclosure by Google, Google used these bits to track
 23 a user's decision to browse privately, and then label the data collected as private.

24 The Settlement puts a stop to this practice once and for all. Google will no longer infer
 25 private browsing using these detection bits. Google has further represented that there are no other
 26 detection bits for inferring Chrome's Incognito mode and has further agreed to no longer use any
 27 of the detections bits to identify or track any private browsing. Ex. 1 § III.2.e, Exhibit D.

28

1 **(5) No class member damages release:** The Settlement only releases class members’
 2 claims “for injunctive, declaratory, or any other equitable non-monetary relief.” Ex. 1 §§ I.12,
 3 II.1. It excludes for all class members “claims for damages that they may pursue on an individual
 4 basis.” *Id.* § I.12. The amount of damages to be awarded to the class representatives will be
 5 decided through arbitration. *Id.* §§ 8–9. Consistent with the absence of any release of damages
 6 claims, class members other than the class representatives have filed and will be filing actions in
 7 California state court seeking such damages. *E.g.*, Ex. 11 (complaint filed by 50 plaintiffs in their
 8 individual capacities seeking monetary relief for the claims at issue in this litigation).

9 ***Comprehensiveness of the injunctive relief:*** In the Pretrial Statement, Google argued that
 10 any injunctive relief “must be limited to further clarifying Google’s relevant disclosures.” Dkt.
 11 1029 at 23. Plaintiffs demanded, and have obtained, even more expansive relief. Plaintiffs
 12 secured the most important facets of injunctive relief they would have sought at trial—including
 13 key disclosure changes, data deletion and remediation for all logs identified during the Special
 14 Master process, removal of the detection bits, and hard limits to third-party cookie tracking—
 15 while eliminating the risk of trial and inevitable delay that would follow from any appeals. While
 16 Plaintiffs are confident the Court would have rejected Google’s argument to limit injunctive relief
 17 to disclosure changes, there was no guarantee it would have granted the extensive relief secured
 18 by the Settlement.

19 ***Value of this injunctive relief:*** The Procedural Guidance for Class Action Settlements
 20 requires parties to provide “details about and the value of injunctive relief” from the Settlement.
 21 Here, the benefits conveyed to class members both from changes made by Google during the
 22 litigation and as required under this Settlement are worth more than \$5 billion.⁶

23 One way to quantify this value is to apply Mr. Lasinski’s analysis to Google’s data
 24 deletion and remediation. When this litigation began, Google was storing private browsing data
 25 in permanent logs. As this Court previously recognized, Plaintiffs presented “evidence that there

26 ⁶ While Google “disagrees with the legal and factual characterizations contained in the
 27 Motion,” *see supra* at n. 2, Google did not mention, let alone expressly object to, the value of
 28 the relief that the Settlement will provide to class members. *See Declaration of Mark C. Mao ¶*
 26; Ex. 12.

1 is a market for their browsing history” and that “Google itself has piloted a program where it
 2 pays users” for their browsing history. Dkt. 969 at 33. Mr. Lasinski quantified the number of
 3 class members (approximately 136 million) and the value of the data Google obtained from their
 4 private browsing activities. Dkt. 608-9 ¶¶ 137–50, 165–84, 195. To assign a value to the data, he
 5 relied on the Ipsos Screenwise Panel through which Google paid users at least \$3 per month per
 6 device for their browsing data that Google did not otherwise have access to without consent. *Id.*
 7 ¶¶ 137–150, 165–184. By requiring Google to delete or remediate the data it impermissibly
 8 collected, the Settlement is returning that value to class members. Assuming conservatively that
 9 each class member used just one device only twice per year (not per month) from June 2016
 10 through December 2023, Google’s data deletion and remediation yields a total value of \$6.1
 11 billion (136 million class members * 2 * \$3 * 7.5 years = \$6.12 billion). Assuming even more
 12 conservatively that they used just one device only once per year, that yields \$3.06 billion. These
 13 are both conservative valuations of the benefits Plaintiffs have obtained.

14 The value of the limits imposed on Google’s collection of private browsing data (via
 15 third-party cookie blocking) can also be measured. Mr. Lasinski’s unjust enrichment damages
 16 models, which were based on Google’s own internal projections, quantified the value of this
 17 privacy-enhancing change. Dkt. 608-9 ¶¶ 52–136. Google rolled out this change to all Incognito
 18 users in 2020, with this litigation as the substantial catalyst.⁷ Mr. Lasinski’s analysis reveals that
 19 blocking third-party cookies by default over the period June 2020 through December 2023 yields
 20 a value of about [REDACTED]. Going forward, Google’s agreement to maintain this change for
 21 five years yields an additional [REDACTED] in additional value [REDACTED] * 5 years =
 22 [REDACTED], for a combined total value of about [REDACTED].

23 ⁷ This calculation is based on discounting Google’s claimed [REDACTED] in revenue losses
 24 from [REDACTED] to reflect the percentage of Alphabet’s worldwide revenue from U.S. users
 25 ([REDACTED]), the share of Incognito users with a registered Google Account [REDACTED], and the share
 of signed-out private browsing ([REDACTED]), which yields about [REDACTED] in value [REDACTED]
 26 [REDACTED]. Lasinski Report, Schedules 12.4, 2.1, 5.1, and 8.1. For 2021, similar apportionments yield an additional
 27 [REDACTED] in value [REDACTED]. *Id.* Schedules 12.4, 2.1, 5.1, and 8.1. Holding the 2021 result constant for two additional
 28 years yields another [REDACTED] in value [REDACTED]

1 Without including any of the other injunctive relief detailed in the Settlement, these two
 2 changes alone conservatively total between \$4.75 billion and \$7.8 billion.

3 ***Comparable settlements:*** A comparison to other cases illustrates the value of the
 4 injunctive relief provided by this Settlement. For example, *In re Capital One Consumer Data*
 5 *Breach Litig.*, 2022 WL 17176495, at *1 (E.D. Va. Nov. 17, 2022), was a data breach case with
 6 injunctive-relief components that improved data security and provided three years of identify-
 7 theft protection. Case No. 19-md-02915-AJT-JFA, Dkt. 2251, at 3 (E.D. Va.). Similarly, *Adkins*
 8 *v. Facebook*, another data breach case, was certified for settlement under Rule 23(b)(2) based on
 9 Facebook’s confirmation that security measures it implemented after litigation had commenced
 10 would remain in place. Case No. 3:18-cv-05982, Dkt. 323 at 1 (N.D. Cal.). The relief here goes
 11 much further by requiring fundamental changes to Google’s data-collection practices, including
 12 with respect to how Google stores data (the remediation requirements) and Google’s ability to
 13 track users’ decisions to browse privately (the deletion of Google’s private-browsing detection
 14 bits). These requirements apply not only to data Google has already collected but to data that
 15 Google collects in the future, providing for enhanced transparency and privacy for all people.

16 ***No impact on any other pending cases:*** While the Texas Attorney General subsequently
 17 filed a case against Google concerning private browsing, this Settlement is limited to the
 18 injunctive relief claims of individuals who used the specified browsing modes.

19 ***CAFA notice:*** Google confirmed that it will be providing CAFA notice.

20 ***No agreement on the amount of fees, costs, or service awards:*** These amounts are left
 21 solely to this Court’s discretion. Google may contest the reasonableness of the amounts that
 22 Plaintiffs request, but Google has agreed to pay any amount awarded, and the parties waived
 23 any right to appeal this Court’s decision. Class Counsel will separately petition the Court for
 24 fees, costs, and service awards, which will be paid by Google without in any way depleting or
 25 modifying the relief secured through this Settlement.

1 **III. LEGAL STANDARD**

2 In addressing whether to approve a class action settlement, this Court applies the
 3 overlapping *Hanlon* factors and criteria in Rule 23(e)(2).⁸ According to *Hanlon*, courts balance
 4 the following factors to determine whether a class action settlement is fair, adequate, and
 5 reasonable: (1) the strength of the plaintiffs' case, (2) the risk, expense, complexity, and likely
 6 duration of further litigation, (3) the risk of maintaining class action status throughout the trial,
 7 (4) the amount offered in settlement, (5) the extent of discovery completed and the stage of the
 8 proceedings, (6) the experience and views of counsel, (7) the presence of a governmental Case
 9 participant, and (8) the reaction of the class members to the proposed settlement. *Emetoh v.*
 10 *FedEx Freight, Inc.*, 2020 WL 6216763, at *3 (N.D. Cal. Oct. 22, 2020) (Gonzalez Rogers, J.)
 11 (citing *Hanlon v. Chrysler Corp.*, 150 F.3d 1011, 1026 (9th Cir. 1998)). Rule 23(e)(2) provides
 12 that a settlement may only be approved upon a finding that: "(A) the class representatives and
 13 class counsel have adequately represented the class; (B) the proposal was negotiated at arm's
 14 length; (C) the relief provided for the class is adequate . . . and (D) the proposal treats class
 15 members equitably relative to each other." Fed. R. Civ. P. 23(e)(2).

16 **IV. ARGUMENT**

17 **A. Final approval is appropriate without preliminary approval or notice.**

18 Consistent with prior rulings by the Court, the parties agreed that the appropriate next
 19 step following the Settlement was for Plaintiffs to file this final approval motion. Ex. 1 § II.5.
 20 This Settlement involves classes certified under Rule 23(b)(2) with no release of any class
 21 members' claims for monetary relief. Whether to provide notice is left to the Court's discretion.
 22 Fed. R. Civ. P. 23(c)(2). In seeking final approval, the parties were guided by this Court's
 23

24 ⁸ See *Burnell v. Swift Transp. Co. of Arizona, LLC*, 2022 WL 1479506, at *8 n.5 (C.D. Cal. Apr.
 25 28, 2022), *appeal dismissed sub nom. Saucillo v. Peck*, 2022 WL 16754141 (9th Cir. Oct. 4,
 26 2022), and *aff'd sub nom. Saucillo v. Mares*, 2023 WL 3407092 (9th Cir. May 12, 2023) ("Fed.
 27 R. Civ. P. 23 was amended in 2018 to list four factors a district court should consider when
 28 evaluating a class action settlement. Fed. R. Civ. P. 23(e)(2). The Ninth Circuit in this case
 declined to decide 'how district courts should incorporate the [new] Rule 23(e)(2) factors into
 their analyses.' However, the Rule 23(e)(2) factors are similar to and substantially overlap with
 the *Hanlon* factors identified above.") (brackets in original).

1 decision in *Stathakos v. Columbia Sportswear Co.*, 2018 WL 582564 (N.D. Cal. Jan. 25, 2018)
 2 (Gonzalez Rogers, J.). In that case, the Court ruled that preliminary approval and notice were not
 3 required because Rule 23(b)(2) settlements are purely injunctive and do not impact class
 4 members' monetary claims. *Id.* at *3. The Court proceeded directly to final approval, without
 5 requiring any preliminary approval or notice. *Id.* ("In injunctive relief only class actions certified
 6 under Rule 23(b)(2), federal courts across the country have uniformly held that notice is not
 7 required.") (citing, *inter alia*, *Lilly v. Jamba Juice Co.*, 2015 WL 1248027, at *8–9 (N.D. Cal.
 8 Mar. 18, 2015) (holding that class notice was unnecessary)). As a practical matter, Plaintiffs are
 9 also proceeding straight to final approval to expedite this relief for the benefit of class members
 10 and avoid any further delay for the injunctive relief Google has agreed to implement.

11 **B. Final approval is warranted based on the *Hanlon* factors.**

12 **1. The strength of Plaintiffs' case.**

13 Under the first *Hanlon* factor, courts assess "objectively the strengths and weaknesses
 14 inherent in the litigation and the impact of those considerations on the parties' decisions to reach
 15 [a settlement]." *Edwards v. Nat'l Milk Producers Fed'n*, 2017 WL 3623734, at *6 (N.D. Cal.
 16 June 26, 2017), *aff'd sub nom. Edwards v. Andrews*, 846 F. App'x 538 (9th Cir. 2021). Here, the
 17 Settlement reflects the strength in Plaintiffs' position. Plaintiffs obtained these broad and
 18 valuable changes by Google only after defeating two motions to dismiss, certifying the injunctive
 19 classes, and defeating a motion for summary judgment, with Plaintiffs ready to proceed to trial.
 20 Although Plaintiffs remain confident that they would have succeeded had this case proceeded to
 21 trial, Plaintiffs asserted these claims in an ever-evolving privacy landscape. *See, e.g., Hashemi v.*
 22 *Bosley, Inc.*, 2022 WL 2155117, at *7 (C.D. Cal. Feb. 22, 2022) (privacy class actions "are a
 23 relatively new type of litigation"). There was no guarantee that any results achieved at trial would
 24 survive subsequent motions practice and appellate review, or that Plaintiffs would be able to
 25 secure and defend on appeal injunctive relief and affirmative changes to Google's conduct at
 26 issue in this litigation. The Settlement thus satisfies the first *Hanlon* factor.

27

28

1 **2. Risk, expense, complexity, and duration of further litigation.**

2 “In assessing the risk, expense, complexity, and likely duration of further litigation [under
 3 the second *Hanlon* factor], the court evaluates the time and cost required.” *Adoma v. Univ. of*
 4 *Phoenix, Inc.*, 913 F. Supp. 2d 964, 976 (E.D. Cal. 2012). Although Plaintiffs were prepared for
 5 trial and confident that the jury would find in their favor, even a successful trial result has an
 6 inherent risk of limited remedies that are not as sweeping as the remedies Plaintiffs achieved
 7 through this Settlement. The duration of post-trial proceedings is an additional factor weighing
 8 in favor of approval. The additional costs of experts, attorney resources, and generally
 9 maintaining the lawsuit, balanced against the relief obtained, also weighs heavily in favor of
 10 approval. *See, e.g., In re Charles Schwab Corp. Sec. Litig.*, 2011 WL 1481424, at *5 (N.D. Cal.
 11 Apr. 19, 2011) (granting motion for final approval of class action settlement reached “on the eve
 12 of trial” in part where “prosecuting these claims through trial and subsequent appeals would have
 13 involved significant risk, expense, and delay”).

14 **3. The risk of maintaining class action status.**

15 As to the third *Hanlon* factor, while Plaintiffs were confident that they could maintain
 16 class certification through trial, the possibility of decertification is always present. Google would
 17 have had the ability to challenge the Court’s certification order on appeal. This potential
 18 vulnerability also militates in favor of settlement under *Hanlon*’s third factor. *E.g., Ruiz v. XPO*
 19 *Last Mile, Inc.*, 2017 WL 6513962, at *5–6 (S.D. Cal. Dec. 20, 2017) (granting motion for final
 20 approval of class action settlement, noting, defendant could “appeal the propriety of the Court’s
 21 class certification order”).

22 **4. The relief obtained through settlement.**

23 As detailed above, the Settlement provides the class with substantial value in the form of
 24 injunctive relief that protects all class members’ privacy rights and provides lasting benefits. As
 25 in *Columbia Sportswear*, the “injunctive relief settlement stops the allegedly unlawful practices,
 26 bars Defendant from similar practices in the future, and does not prevent class members from
 27 seeking [monetary] legal recourse.” 2018 WL 582564, at *4 (citation and quotation marks
 28

omitted) (brackets in original). This makes the Settlement especially valuable to all class members, providing important accountability and transparency.⁹

The Ninth Circuit has noted that “assigning a precise dollar amount to the class benefit may prove difficult where” the “relief obtained for the class is ‘primarily injunctive in nature and thus not easily monetized.’” *Lowery v. Rhapsody Int’l, Inc.*, 75 F.4th 985, 992 n.1 (9th Cir. 2023) (citing *In re Bluetooth Headset Prods. Liab. Litig.*, 654 F.3d 935, 941 (9th Cir. 2011)). It has also emphasized that “[w]hat matters most is the result for the class members” (*id.* at 988) and that “lawsuits can provide considerable benefit to society through nonmonetary relief” (*id.* at 994–95). Unlike in *Rhapsody*, where the court found that the benefit provided was “minimal” and only benefited a small portion of potential class members, this Settlement provides valuable injunctive relief for every class member. *See id.*

All class members will benefit from this injunctive relief without releasing any claims for monetary damages. Ex. 1 § I.14. Class members remain free to bring individual damages claims. *See Nat’l Fed’n of Blind of Cal. v. Uber Techs., Inc.*, 2016 WL 9000699, at *3, *9 (N.D. Cal. July 13, 2016) (granting preliminary approval of a settlement in which “the class will not waive their right to pursue damages claims”).

5. The extent of discovery and stage of the proceedings.

The fifth *Hanlon* factor clearly supports final approval. There were over 5.8 million pages of documents produced by Google (plus many gigabytes of data), 49 depositions, 11 disclosed experts, over two dozen hearings (including 2 evidentiary hearings which led to discovery sanctions), 21 Special Master proceedings, over 1,000 docket entries, and extensive mediation efforts before the parties finalized this Settlement. This Settlement was reached after all pretrial filings and the Court’s rulings on most of same. The extensive discovery and lengthy proceedings

⁹ Courts routinely approve settlements for injunctive relief alone. *See, e.g., Romero v. Securus Techs., Inc.*, 2020 WL 6799401 (S.D. Cal. Nov. 19, 2020); *Ang v. Bimbo Bakeries USA, Inc.*, 2020 WL 5798152, (N.D. Cal. Sept. 29, 2020) (same); *Lilly v. Jamba Juice Co.*, 2015 WL 2062858 (N.D. Cal. May 4, 2015) (same); *Kim v. Space Pencil, Inc.*, 2012 WL 5948951 (N.D. Cal. Nov. 28, 2012) (same); *Goldkorn v. Cty. of San Bernardino*, 2012 WL 476279 (C.D. Cal. Feb. 13, 2012) (same); *In re Lifelock, Inc. Mktg. & Sales Practices Litig.*, 2010 WL 3715138 (D. Ariz. Aug. 31, 2010) (same).

1 fully support approval. *Kumar v. Salov N. Am. Corp.*, 2017 WL 2902898, at *7 (N.D. Cal. July
 2 7, 2017) (Gonzalez Rogers, J.), *aff'd*, 737 F. App'x 341 (9th Cir. 2018) (granting motion for final
 3 approval of class action settlement that "occurred only after extensive litigation" and discovery).

4 **6. The experience and views of counsel.**

5 The sixth *Hanlon* factor asks the Court to address the recommendation of counsel and the
 6 level of experience backing that recommendation. *Grannan v. Alliant L. Grp., P.C.*, 2012 WL
 7 216522, at *7 (N.D. Cal. Jan. 24, 2012). "The recommendations of plaintiffs' counsel should be
 8 given a presumption of reasonableness." *In re Am. Apparel, Inc. v. S'holder. Litig.*, 2014 WL
 9 10212865, at *14 (C.D. Cal. July 28, 2014); *In re Omnipvision Techns., Inc.*, 559 F. Supp. 2d
 10 1036, 1043 (N.D. Cal. 2008); *Hanlon*, 150 F.3d at 1027. In moving for class certification, Class
 11 Counsel outlined their extensive experience in complex litigation, including privacy litigation.
 12 Dkts. 609, 609-8, 609-9, 609-10. The Court considered that record and found that Class
 13 Counsel's extensive experience satisfied the Rule 23(a) adequacy requirement. Dkt. 803 at 27.
 14 David Boies, Bill Carmody, and John Yanchunis—the three lead Plaintiffs' Counsel—draw on
 15 over a century of combined litigation experience and attest that the Settlement is an excellent
 16 result for the certified classes which provides valuable injunctive relief to each class member.
 17 Consolidated Decl. ¶¶ 25–34. Class Counsel drew on that experience to negotiate and secure this
 18 Settlement, and they now respectfully recommend final approval.

19 **7. The presence of a governmental case participant.**

20 The government did not participate in this case, so this *Hanlon* factor is not a
 21 consideration for this motion. *Askar v. Health Providers Choice, Inc.*, 2021 WL 4846955, at *4
 22 (N.D. Cal. Oct. 18, 2021) (noting a lack of government participation and not weighing this factor
 23 in granting final approval). Google will provide CAFA notice, and the parties will provide the
 24 Court with information regarding any responses to such notice.

25 **8. The reaction of the class members to the proposed settlement.**

26 This factor is not considered where there is no notice. *Lilly v. Jamba Juice Co.*, 2015 WL
 27 2062858, at *4 (N.D. Cal. May 4, 2015) ("[B]ecause the Court previously decided in its
 28 preliminary approval that notice was not necessary, the reaction of the class is not considered in

weighing the fairness factors.”). As one reference point, the class representatives fully support the Settlement. *See Class Rep. Declarations.*

C. Final approval is also warranted under Rule 23(e)(2).

1. Class representatives and Class Counsel adequately represented the class.

Final approval is warranted under Rule 23(e)(2)(A), which considers the adequacy of representation by the class representatives and their attorneys. This factor includes “the nature and amount of discovery” undertaken. Fed. R. Civ. P. 23(e)(2)(A) advisory committee’s note to 2018 amendment. The class representatives and their attorneys have provided relentless, excellent representation for over three years, fully satisfying this requirement. *Morrison v. Ross Stores, Inc.*, 2022 WL 17592437, at *3 (N.D. Cal. Feb. 16, 2022) (Gonzalez Rogers, J.) (finding that “the representative parties and class counsel have fairly and adequately represented the interests of the Class” in granting approval of an injunctive-relief-only settlement).

The class representatives were integrated into and involved with this litigation, reviewing and approving key filings and strategy decisions. Mao Dec. ¶ 13. Plaintiffs each responded to 17 interrogatories, 34 requests for production, and 55 requests for admission. *Id.* The class representatives also each sat for deposition. *Id.* Productions involved imaging each of their personal devices, negotiating search terms, and reviewing those documents before production. *Id.* The class representatives also participated in the Special Master process, which involved data collection from their devices, retrieving account information and settings, and culling through data to enable the experts and consultants to complete their analyses. *Id.* Plaintiffs remained involved with the mediation process and agreed that the injunctive relief that was obtained is the relief they sought by initiating and joining this litigation. *See Class Rep. Declarations.*

As detailed in the Background, Class Counsel zealously represented the classes throughout this litigation and in obtaining this Settlement. Class Counsel brought this case to the cusp of trial, settling only after extensive discovery and the Court's pretrial conference where jury instructions, motions in limine, witness lists, and exhibit lists were subject to the Court's scrutiny and through extensive mediation efforts. Class Counsel advanced more than seven

1 million dollars in litigation expenses and over 75,000 attorney hours on behalf of the classes with
 2 no assurances that those expenses would be reimbursed. Mao Decl. ¶ 14. These efforts were
 3 entirely self-funded without any third-party financing agreements. *Id.*

4 **2. The parties negotiated the settlement at arm's-length.**

5 Final approval is also warranted under Rule 23(e)(2)(B), which considers whether the
 6 settlement was negotiated at arms-length. Fed. R. Civ. P. 23(e)(2)(B). The Ninth Circuit has
 7 “identified three . . . signs [of collusion]: (1) ‘when counsel receive[s] a disproportionate
 8 distribution of the settlement’; (2) ‘when the parties negotiate a ‘clear sailing arrangement,’; and
 9 (3) ‘when the agreement contains a ‘kicker’ or ‘reverter’ clause.’” *Briseño v. Henderson*, 998
 10 F.3d 1014, 1023 (9th Cir. 2021) (citing *In re Bluetooth Headset Products Liability Litig.*, 654
 11 F.3d 935, 947 (9th Cir. 2011)). All requirements are met in this case, even if inapplicable.
 12 *Campbell v. Facebook, Inc.*, 2017 WL 3581179, at *5 (N.D. Cal. Aug. 18, 2017) (“Arguably,
 13 [the] Bluetooth [collusion analysis] is not even applicable to this settlement because it does not
 14 involve a Rule 23(b)(2) damages class.”); *see also Moreno v. S.F. Bay Area Rapid Transit Dist.*,
 15 2019 WL 343472, at *3 n.2 (N.D. Cal. Jan. 28, 2019).

16 The extensive discovery and motions practice in this case reflect an arm's length process.
 17 *Wannemacher v. Carrington Mortg. Servs., LLC*, 2014 WL 12586117, at *8 (C.D. Cal. Dec. 22,
 18 2014); *see also Moreno*, 2019 WL 343472, at *5. Any concerns of collusion are further assuaged
 19 where, as here, the Settlement was reached only after class certification. Cf. *In re Volkswagen*
 20 “*Clean Diesel*” *Mktg., Sales Prac., & Prod. Liab. Litig.*, 895 F.3d 597, 610–11 (9th Cir. 2018).
 21 Before any settlement negotiations commenced, the Court resolved multiple motions to dismiss,
 22 dozens of discovery disputes, two sanctions motions, class certification, and summary judgment.
 23 Mao Decl. ¶ 11. Only after the Court’s denial of Google’s motion for summary judgment did the
 24 parties begin discussing potential resolution of this litigation. Ex. 1 at 2.

25 Judge Phillips’ participation in the parties’ extensive mediation further demonstrates the
 26 arm’s-length nature of this Settlement. The “involvement of a neutral or court-affiliated mediator
 27 or facilitator in [the parties’] negotiations may bear on whether they were conducted in a manner
 28 that would protect and further the class interests.” Rule 23(e)(2)(B) advisory committee’s note

1 to 2018 amendment; *accord Pederson v. Airport Terminal Servs.*, 2018 WL 2138457, at *7 (C.D.
 2 Cal. Apr. 5, 2018). Here, the parties finalized this Settlement after six months of extensive
 3 mediation supervised by (Ret.) Judge Phillips. Mao Decl. ¶ 10. With the assistance and
 4 supervision of Judge Phillips, the parties established a framework for the potential injunctive
 5 relief and, over the next few months, exchanged numerous proposals and counterproposals. *Id.*

6 None of the remaining warning signs of collusion are present. Plaintiffs will file a motion
 7 for an award of attorneys' fees, costs, and service awards, and Google is free to contest the
 8 reasonableness of the amounts requested. There is no "clear sailing" arrangement, nor is there a
 9 settlement fund from which unawarded money will revert to Google. The facts support final
 10 approval. *See, e.g., Lim v. Transforce, Inc.*, 2022 WL 17253907, at *12 (C.D. Cal. Nov. 15,
 11 2022); *Lusk v. Five Guys Enters. LLC*, 2022 WL 4791923, at *9 (E.D. Cal. Sep. 30, 2022).

12 **3. The substantial relief obtained for the class.**

13 Final approval is also warranted under Rule 23(e)(2)(C), which considers the relief
 14 provided to the class. As set forth above, Plaintiffs respectfully submit that the relief provided by
 15 the Settlement is exceptional. It far exceeds any requirements in terms of reasonableness and
 16 adequacy, particularly in light of expedited process for obtaining that relief, with Google already
 17 making changes to its disclosures. That Settlement provides immediate and valuable relief for all
 18 class members while avoiding the risks and delay of trial, post-trial motions, potential
 19 decertification, and appeals. Because there are no monetary benefits, there is no method of
 20 distribution to consider. The parties have agreed to abide by the Court's ruling on attorneys' fees,
 21 costs, and service awards, which will be paid by Google without in any way depleting or
 22 modifying the relief to be provided to class members or their right to separately seek monetary
 23 relief. Because the proposed relief is more than adequate, the proposed settlement passes muster
 24 under Rule 23(e)(2)(C). *See Morrison*, 2022 WL 17592437, at *4.

25 **4. The settlement treats all class members equally.**

26 Final approval is also warranted under Rule 23(e)(2)(D), which considers whether the
 27 proposed settlement "treats class members equitably relative to each other." Fed. R. Civ. P.
 28 23(e)(2)(D). "Matters of concern could include whether the apportionment of relief among class

members takes appropriate account of differences among their claims, and whether the scope of the release may affect class members in different ways that bear on the apportionment of relief.” Fed. R. Civ. P. 23(e)(2)(D) advisory committee’s note to 2018 amendment. Here, the Settlement treats all class members the same, with valuable injunctive relief that applies equally to every class member. Pursuant to this Settlement, Google is undertaking concrete and significant efforts to delete and remediate data for all class members, to limit data collection going forward, to change its disclosures, and to prevent further use of the detection bits—changes designed to hold Google accountable and enhance transparency going forward for the benefit of all class members. This fully meets the requirements of Rule 23(e)(2)(D). *See Morrison*, 2022 WL 17592437 at *5; *see also In re Google LLC St. View Elec. Commc’ns Litig.*, 611 F. Supp. 3d 872, 895 (N.D. Cal. 2020), *aff’d sub nom. In re Google Inc. St. View Elec. Comm’ns Litig.*, 21 F.4th 1102 (9th Cir. 2021) (noting that each member benefited equally from the injunctive relief).

13 V. CONCLUSION

14 For these reasons, Plaintiffs respectfully request that the Court grant this motion for final
15 approval of the Settlement.

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